|  | Start Up | Franchise | License | Acquisition |
| --- | --- | --- | --- | --- |
| Customers |  |  |  |  |
| Location |  |  |  |  |
| Management Control |  |  |  |  |
| Operational Control |  |  |  |  |
| Marketing |  |  |  |  |
| Reputation |  |  |  |  |
| Royalities/Fees |  |  |  |  |
| Financing |  |  |  |  |
| Disclosures |  |  |  |  |